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X COPY
AUGUST 23,
1965

fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 20, 1965</u>			
Thursday August 19 11:30 A.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview for the press of "Miss Bergdorf" fashions. By invitation. (<u>For Release, Fri., Aug. 20.</u>)	BERGDORF GOODMAN	5TH FLOOR
Publicity:	Florence Neff, PL. 3-7300.		
Cancelled August 20	OHRBACH'S PRESS PREVIEW OF EUROPEAN READY-TO-WEAR, ORIGINALLY SCHEDULED FOR FRIDAY, AUGUST 20, AT 9:30 A.M., HAS BEEN CANCELLED.		
Friday August 20 11:00 A.M.	PREVIEW: COATS & SUITS BY JEAN-CLAUDE GAUBERT Altman's Young Colony will introduce to the press, Jean-Claude Gaubert, young French designer, whose collection of Fall coats and suits were created and tailored in Paris. By invitation. (<u>For Release, Tues., Aug. 24.</u>)	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
Publicity:	Kay Robinson, OR. 9-7800.		
<u>WEEK BEGINNING MONDAY, AUGUST 23, 1965</u>			
August 23	OHRBACH RELEASE--European ready-to-wear. (No Press Show)		
Beginning Monday August 23	FALL-WINTER 1966 FASHION YARN COLORS Continuous daily showings of Fall-Winter fashion yarn colors for men and women. By appointment. Contact: Nancy Scherer, 957-2517.	CANNON MILLS, INC. (CANNON-WISCASSETT)	1271 SIXTH AVENUE SHOWROOM - 5TH FLOOR
August 24	ALTMAN RELEASE--Imported fashions. (Preview, Aug. 20--See Above)		
Tuesday August 24 2:30 P.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Preview of boys' and girls' fashions from Ireland, England, France, and the United States. By invitation. (<u>For Release, Wed., Aug. 25.</u>)	BERGDORF GOODMAN	6TH FLOOR
Publicity:	Florence Neff, PL. 3-7300.		
Tuesday August 24 4:30 P.M. Cocktails	PRESS PREVIEW: MEN'S FALL FASHIONS Gimbels will present men's Fall fashions to the press. By invitation. (<u>For Release, Thurs., Aug. 26.</u>)	GIMBELS	2ND FLOOR
Publicity:	Margot Infantino, LO. 4-3300.		
Beginning Tuesday August 24	HOLIDAY AND EARLY SPRING JUNIOR FASHIONS Daily informal showings of Holiday and early Spring fashions. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday August 25 12:30 P.M.	CHILDREN'S FASHIONS AT LUNCHEON SHOW Fall children's fashions will be presented during luncheon. Barbetta Luncheon Publicity: Ellen Perl, TE. 2-8212. Reservations: CI. 6-9171.	SUZY BROOKS, INC. (112 WEST 34TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 25 12:30 P.M. Luncheon	PRESS-TRADE PREVIEW: "CORFAM" SHOE FASHIONS First showing of couture shoe fashions in women's footwear of "Corfam" man-made poromeric, as seen in the Rome and Paris collections. By invitation. Contact: Clara Knoll, 971-4432.	DU PONT COMPANY	HOTEL GOTHAM BALLROOM
Wednesday August 25 1:00 P.M.	JUNIOR-HIGH: BACK- TO-SCHOOL FASHIONS "The Fashion Beat for Fall"--a formal showing of back-to-school fashions for the junior-high teen. Tickets 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN. ACADEMY OF MUSIC 30 LAFAYETTE AVENUE
August 26	GIMBELS RELEASE--Men's Fall fashions. (Preview, Aug. 24--See Pg. 1)		
August 26	MACY'S RELEASE DATE--Fall coats and suits. (No Press Show)		
Thursday August 26 4:00 P.M. Cocktails	OPEN HOUSE FOR PRESS: TOUR OF NEW STORE Pre-opening press preview of Alexander's new store. Cocktail party and informal showing of imported ready-to-wear fashions. By invitation only. (For Release, Fri., Aug. 27.) Contact: Walter Hauser, PL. 3-1542. Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
Thursday August 26 5:30 P.M.	FALL FASHION SHOW FOR CUSTOMERS Showing of coats, suits, dresses, designed by Gerald McCann. Open to public. Publicity: Dorothy Kay, OR. 5-1000, Ext. 388.	FRANKLIN SIMON	4TH FLOOR
Beginning Thursday August 26	OPENING: HOLIDAY AND RESORT KNITWEAR Continuous showings of Resort and Holiday knitwear collection, designed by Howard Lawrence. Publicity: Grace Reeves, LW. 4-9000.	RICANO	1407 BROADWAY SHOWROOM - 21ST FLOOR
August 27	ALTMAN RELEASE--Modern homefurnishings created in Scandinavia. (No Show)		
August 30	PARIS PICTURE RELEASE DATE.		
Monday August 30 10:00 A.M. Coffee	PRESS PREVIEW: "FOREIGN EXCHANGE" SHOP Preview for the press of the opening of Stern Brothers' "Foreign Exchange" Shop, featuring fashions by young European designers. By invitation. (For Release, Thurs., Sept. 2.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	3RD FLOOR FOREIGN EXCHANGE SHOP
Monday August 30 5:00 P.M.	SPECIAL LECTURE ON EUROPEAN COLLECTIONS "A Report on the European Fashion Openings"--Bill Cunningham will give his impressions of the Spanish, Italian, London, and Paris collections; and a report on fabrics, furs, colors, accessories. Tickets: \$5.00. (Special rates for student groups.) Contact: Carnegie Hall Box Office, 7th Ave. & 57th St., CI. 7-7459.	BILL CUNNINGHAM	CARNEGIE HALL RECITAL HALL
Monday August 30- Sept. 3	HOLIDAY AND CRUISE BOUTIQUE FASHIONS Daily informal showings from 11:00 A.M.-5:00 P.M.--sweaters, raincoats, jackets, and formal plastic raincoats. Press invited. Contact: MU.4-2338.	LOU MOORE BOUTIQUE	120 EAST 36TH STREET SHOWROOM - 4A
August 31	ABRAHAM & STRAUS RELEASE--Mary Quant Fashions. (Customer Show, Sept. 7.)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 31 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTED MILLINERY Preview of Bonwit Teller's imported millinery. By invitation. (<u>For Release, Wed., Sept. 1.</u>)	BONWIT TELLER	6TH FLOOR
Sept. 1	OHRBACH RELEASE--"Miss Ohrbach" fashions. (No Press Show)		
Wednesday Sept. 1 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. (<u>For Release, Fri., Sept. 3.</u>) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Sept. 1 12:30 P.M. Luncheon	GIRLS' COATS AT LUNCHEON SHOW Showing of girls' coats for Fall. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations: CL. 6-9171.	FISCHER KIDDIE ("BODY BY FISCHER")	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 1 9:00 P.M. Cocktails	PENTHOUSE PRESS PARTY HONORING MARY QUANT "Star-Studded" gala honoring Mary Quant and her "Youthquake" collection for Barnesville, USA, and Young Naturals. Fashion segment televised by syndicated Merv Griffin TV Show. By invitation. Publicity: Joan Powers, PL. 9-2000.	BEST & COMPANY	13TH FLOOR
Beginning Wednesday Sept. 1	OPENING OF RESORT COLLECTION Daily informal showings of new Resort collection--custom-sizes for the petite miss. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Sept. 2	STERN BROTHERS' RELEASE--"FOREIGN EXCHANGE" SHOP. (Preview, Aug. 30--See Pg. 2)		
Thursday Sept. 2 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (<u>For Release, Tues., Sept. 7.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 3	SAKS FIFTH AVENUE--Custom-order collection. (Preview, Sept. 1--See Above)		
Sept. 7	BERGDORF GOODMAN RELEASE--Custom-order fashions. (Preview, Sept. 2--See Above)		
Tuesday Sept. 7 10:30 A.M. Breakfast	PRESS PREVIEW: "ONE WORLD" IMPORTS Preview for the press of "One World" import collection. By invitation. (<u>For Release, Thurs., Sept. 9.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Tuesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: IMPORTED READY-TO-WEAR Preview for press of Macy's "Made-In-Europe" fashions. By invitation. (<u>For Release, Wed., Sept. 8.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 7 12:00 Noon; 3:00 P.M.	CUSTOMER SHOWING: MARY QUANT FASHIONS Showing of Mary Quant "Youthquake" fashions, Barnesville U.S.A., at 12:00 Noon and 3:00 P.M. Open to public. Publ.: Jackie Landesman, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BUDGET DRESSES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 7 1:00 P.M.	HOLIDAY, RESORT, EARLY SPRING COLLECTION Showing of junior dresses, designed by Stanley Herman, for Holiday, Resort, and early Spring. By invitation. Continuous thereafter. Contact: Nancy Mahon, OX. 5-4760, Ext. 743.	MR. MORT DESIGNER COLLECTION	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 7	RESORT AND HOLIDAY KNITWEAR COLLECTION Continuous showings of knit dresses and suits for Resort and Holiday. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 7	OPENING OF HOLIDAY- CRUISE COLLECTION Continuous daily showings of Holiday-Cruise separates, coordinates, dresses, and at-home fashions, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 2506
Beginning Tuesday Sept. 7	HOLIDAY, CRUISE, RESORT COLLECTION Continuous showings of scarves, blouses, skirts, and the new pants for Holiday and Resort. Contact: Elaine Gold, AL. 5-6464. Publicity: Florence Brobeck, MU. 8-8197.	BLOUSES BY VERA; SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Sept. 7	HOLIDAY, RESORT, EARLY SPRING COLLECTION Daily informal showings of Holiday, Resort, and early Spring collection. By appointment. Contact: Joe Melton or Nat Balter, LO. 5-6900.	JONNY HERBERT, INC.; PAB, LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Sept. 7	RESORT AND SPRING ITALIAN KNITWEAR Knit dresses, two-piece and three-piece costumes, coats, and sportswear. By appointment. Contact: MU. 3-2467.	FRANCESCA FOR DAMON	16 EAST 34TH STREET SHOWROOM - 21ST FLOOR
Wednesday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS BY VENEZIANI Preview for the press of couture fashions, designed for Gimbels by Veneziani of Milan. By invitation. (For Release, Fri., Sept. 10.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR BORGHESE GARDENS
Sept. 9	GIMBELS RELEASE--"One World" import fashions. (Preview, Sept. 7--See Pg.3)		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Bergdorf Goodman will present their Fall import collection. By invitation. (For Release, Mon., Sept. 13.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Thursday Sept. 9 2:30 P.M.	FASHION SHOW AT TENNIS MATCHES "Yesterday, Today and Tomorrow"--produced by Fashion Coordinators. Showing of tennis whites of Kodel polyester, at U.S. Nat'l Tennis Championship matches. Publicity: Jean Maxwell at Paul Bradley, Inc., PL. 2-5105.	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
Sept. 10	MACY'S RELEASE DATE--International Home Furnishings. (No Press Show)		
Sept. 10	LORD AND TAYLOR RELEASE DATE--Parisienne collection. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 10 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--Autumn import fashions at breakfast and luncheon shows. Report and commentary by Kathleen Casey, editor-in-chief, "Glamour Magazine." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL GRAND BALLROOM
Sept. 13	BERGDORF GOODMAN RELEASE--Import fashions. (Preview, Sept. 9--See Pg. 4)		
Monday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. (<u>Release, Tues., Sept. 14.</u>) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Beginning Monday Sept. 13	OPENING: HOLIDAY AND RESORT COLLECTION Informal showings. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Sept. 14	PRIMARY DAY IN NEW YORK		
Tuesday Sept. 14 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. (<u>For Release, Wed., Sept. 15.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 14 12:00 Noon	RESORT-HOLIDAY COLLECTION Showing of Georgia Bullock's Resort and Holiday collection. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 14 2:00 P.M.	RESORT, EARLY SPRING COAT COLLECTION Opening of Resort and early Spring collection of coats by Originala at 2:00 P.M. By reservation. Contact: Mrs. J. Sweedler, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Sept. 14 2:30 P.M.; 4:00 P.M.	PRESS AND CUSTOMERS: FALL CUSTOM-ORDER Dick Webster will present his custom-order collection to the press and customers at two showings, 2:30 and 4:00 P.M. By invitation. Thereafter by appointment. Publicity: Jan Taylor, TR. 9-8965.	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR
Wednesday Sept. 15 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. (<u>For Release, Thurs., Sept. 16.</u>) Publ.: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	LEXINGTON AVE. & 58TH ST. 5TH FLOOR - RESTAURANT
Wednesday Sept. 15 12:00 Noon Luncheon	"FASHION AND FINANCE" --LUNCHEON SHOW Robert Sloan's "Blue Chip Collection" of fashions designed by Sylvia de Gay, in conjunction with a financial forum by Merrill, Lynch, Pierce, Fenner & Smith. Fashions available at "Miss Bergdorf." Press by invitation. Public by reservation: \$6.00; contact: "Banquet Dept.," TE. 8-8000. Door prizes: Stocks and Bonds. Robert Sloan Publ.: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	HOTEL PIERRE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 15 4:00 P.M.- 6:00 P.M. Cocktails	TYCORA PRODUCTS IN CRESLAN ACRYLIC FIBER "The Nonchalants"--Holiday showing of Tycora products using American Cyanamid's Creslan acrylic fiber. Presented by Caledonia Knits, Goldworm Sportswear, Nantucket Naturals, Tannel Knits, Young Viewpoint Fashions. By invitation. Contact: Dorothy Ashton, Sally Dickson Assoc., TN. 7-2055.	AMERICAN CYANAMID CO. (FIBERS DIVISION)	SHERATON-EAST HOTEL BALLROOM
Wednesday Sept. 15 4:00 P.M. Cocktails	PREVIEW OF SPRING SWIMSUIT FASHIONS Bay Club will preview new Spring and Summer '66 swimsuits. <u>Showing at</u> 5:00 P.M. By invitation. Fashion coordinator and commentator: Phyllis Youngheart. Contact: LW. 4-2614.	BAY CLUB (1407 BROADWAY)	ARTHUR 154 EAST 54TH STREET
Thursday Sept. 16 9:30 A.M. Coffee	PREVIEW: HAUTE COUTURE IMPORTS AND COPIES Preview for press of Paris and Italian haute couture fashions and line-for- line copies. By invitation. (For Release, Thurs., Sept. 17.) Publicity: Mark Klauser or Mary Ann Crenshaw, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Thursday Sept. 16 12:00 Noon Luncheon	PRESS PREVIEW: "MOOD MEDITERRANEAN" IMPORTS Stern Brothers will preview their storewide "Mood Mediterranean" import collection of fashions and home furnishings. By invitation. (For Release, Fri., Sept. 17.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	6TH FLOOR CONFERENCE ROOM
Thursday Sept. 16 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Showing of Fall fashions, designed by Shannon Rodgers for Jerry Silverman, available at Bonwit Teller. Press by invitation. Public by reservation: \$5.00; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 16 2:30 P.M.	OPENING OF RESORT COLLECTION By appointment. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Sept. 16 4:00 P.M. Cocktails	PREVIEW OF RESORT- SPRING COLLECTION Knit ensembles and dresses in silk and wool for Resort and Spring. <u>Showing</u> at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	KORRIGAN-PARIS; AVAGOLF OF MILAN	SHERRY NETHERLANDS CARNAVAL ROOM
Thursday Sept. 16 5:30 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY PERTEGAZ Lord & Taylor will preview fashions by Pertegaz. By invitation. (For Re- lease, Mon., Sept. 20.) Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Friday Sept. 17 9:30 A.M.	PREVIEW: RESORT READY- TO-WEAR COLLECTION First presentation in U.S. by Hosono of Tokyo, at a preview for press and buyers. By invitation. Publ.: Nona Lou Greene, 301 E. 66th St., LE. 5-8151.	HOSONO OF TOKYO-- HAUTE COUTURE	REGENCY HOTEL BALLROOM
Friday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Mon., Sept. 20.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 20	MAINBOCHER RELEASE--Custom-order fashions. (Preview, Sept. 17--See Pg.6)		
Sept. 20	LORD & TAYLOR RELEASE--Fashions by Pertegaz. (Preview, Sept. 16--See Pg.6)		
Monday Sept. 20 10:00 A.M. Breakfast	NATIONAL SWEATER QUEEN CONTEST Presentation of National Sweater Queen and Junior Sweater Queen, in conjunction with the National Sweater Week (Sept. 20-26). By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.	NAT'L KNITTED OUTERWEAR ASSN.(386 PK.AVE.SO.)	WALDORF-ASTORIA PILLEMONT SUITE
Monday Sept. 20 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR
Monday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT SWIMSUIT COLLECTION Darlene will preview their new swimsuit collection. Showing at 4:30 P.M. By invitation. Fashion Coordinator: Phyllis Youngheart, PL. 1-0752.	DARLENE KNITWEAR (1407 BROADWAY)	FOUR SEASONS 99 EAST 52ND STREET
Beginning Monday Sept. 20	HOLIDAY AND RESORT COCKTAIL FASHIONS Designed by George Nardiello. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Sept. 21 12:30 P.M. Luncheon	HAUTE COUTURE FASHION SHOW Alexander's International Haute Couture fashion show and champagne basket luncheon, for benefit of the American Cancer Society, N.Y. City Division. Honorary Chmn.: H.H. The Duchess of Windsor. Chmn.: Mesdames Edward F. Hutton and John R. Fell. Co-Chmn.: Mrs. William Poll. (Completely sold out.) Public Relations: Serge Obolensky Assoc., 1114 First Ave., TE.8-1649.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
Tuesday Sept. 21 2:30 P.M.; 4:00 P.M.	READY-TO-WEAR AND CUSTOM-ORDER Two showings of custom-order fashions; also Italian and Paris imported ready-to-wear. By invitation. Publicity: Jan Taylor, TR. 9-8965.	MARIANNE SPOTTISWOODE	33 EAST 68TH STREET SALON - 2ND FLOOR
Tuesday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	FIRST ANNUAL AWARDS: "NEWSWORTHY EYEWEAR" The Fashion Eyewear Group of America's first annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FASHION EYEWEAR GROUP OF AMERICA	ST. REGIS HOTEL ROOF
Tuesday Sept. 21 6:15 P.M. Cocktails	BENEFIT PREVIEW-- "SYMPHONY IN B" Cocktail party and preview of Bloomingdale's annual storewide presentation. For benefit of the Juilliard School of Music Scholarship Fund. Tickets: \$10.00; contact: Mr. R. Webster, Bloomingdale's. (For Release, Wed., Sept. 22.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Wednesday Sept. 22 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT FASHIONS Bonwit Teller will present their import collection to the press. By invitation. (For Release, Thurs., Sept. 23.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	FLOOR TO BE ANNOUNCED

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 22 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Preview for press of fur collection, designed by Eric Lund exclusively for Henri Bendel. By invitation. (<u>For Release, Fri., Sept. 24.</u>) Publicity: Ruth Hammer Assoc., EL. 5-7872.	HENRI BENDEL	2ND FLOOR FUR SALON
Wednesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. (<u>For Release, Fri., Sept. 24.</u>) Publicity: Connie O'Connor, McGeehan & O'Connor, 667 Madison Avenue, PL. 9-8150.	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
Wednesday Sept. 22 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION Press preview of Elizabeth Arden's Fall-Winter fashion collection. By invitation. Publicity: Alan McGeehan at McGeehan & O'Connor, PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday Sept. 22 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 22, 23, and 29 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 22 4:00 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 22, 23, 29, 30 at 4:00. By reservation. Contact: WI.7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 23 9:00 A.M. Breakfast	SWIMWEAR COLLECTION DESIGNED BY BILL BLASS Preview of the Roxanne Resort and Summer swimsuit collection, with a special group designed by Bill Blass. <u>Show at 9:15.</u> By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ROXANNE (1407 BROADWAY)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Thursday Sept. 23 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Imported Fall couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: \$15.00; contact: "Banquet Dept." PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
Sept. 24	HENRI BENDEL RELEASE--Fur fashions. (Preview, Sept. 24--See Above)		
Sept. 24	BEN KAHN'S RELEASE--Fur fashions. (Preview, Sept. 22--See Above)		
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW: FUR FASHIONS Georges Kaplan's Fall and Winter fur fashions, designed by Jacques Kaplan. By invitation. (<u>For Release, Mon., Sept. 27.</u>) Contact: CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Sept. 27	ROSH HASHONAH (Monday)--First day of Jewish New Year.		
Sept. 27	GEORGES KAPLAN'S RELEASE--Fur Fashions. (Preview, Sept. 24--See Above)		
Tuesday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (<u>For Release, Wed., Sept. 29.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 29 10:30 A.M.; 1:00 P.M.	OPENING: RESORT AND CRUISE DRESS COLLECTION Resort and Cruise dresses and separates, designed by Dorothy Cox, Sept. 29 at 10:30 A.M. and 1:00 P.M. By reservation. Contact: CH. 4-6350.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday Sept. 29 11:30 A.M.	PREVIEW: REVILLON FUR FASHIONS Press showing of Revillon fur fashions. By invitation. (<u>For Release, Fri., Oct. 1.</u>) Publicity: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Wednesday Sept. 29 3:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS By invitation. (<u>For Release, Thurs., Sept. 30.</u>) Contact: CI. 5-0322. Publicity: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Wednesday Sept. 29 3:00 P.M.	OPENING OF RESORT COLLECTION Showing of Catherine Scott's Resort collection, Sept. 29, Oct. 4, Oct. 7 at 3:00 P.M. By invitation. Contact: Margie Lefcourt, 524-7093.	CATHERINE SCOTT, LTD.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 30 8:45 A.M. Breakfast	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of misses' and juniors' swimwear and sportswear, by Jantzen. <u>Show at 9:30 A.M.</u> By invitation. Publicity: Shirley Shannon, 697-0811.	JANTZEN	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Thursday Sept. 30 10:00 A.M.	RESORT AND EARLY SPRING COLLECTION Showings Sept. 30, Oct. 5, 7 at 10:00. For reservations, contact: Miss Rose. Publicity: Judith Jackson, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 30 2:30 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 30 and Oct. 6 at 2:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Oct. 1	SAKS FIFTH AVENUE RELEASE--Revillon furs. (Preview, Sept. 29--See Above)		
Friday Oct. 1 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group's fabrics division luncheon meeting. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Monday Oct. 4 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FAIR Preview for the press of fashions, home furnishings and accessories from around the world. By invitation. (<u>For Release, Tues., Oct. 5.</u>) Publicity: Jane Miller, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR GARDEN ROOM
Monday October 4 10:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for the press. <u>Showing at 11:00 A.M.</u> By invitation. (<u>For Release, Tues., Oct. 5.</u>) Publicity: Vera Bacal, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Oct. 6	YOM KIPPUR--Wednesday (Jewish Day of Atonement)		

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